



The Commonwealth of Massachusetts  
Executive Office of Health and Human Services  
Department of Public Health  
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**Memorandum**

To: Local Boards of Health  
From: Mary Clark  
Cc: John Jacob, Alissa Scharf, Elizabeth Serrailier, Samantha Stone  
Date: September 26, 2008  
Re: Elder Preparedness Resources

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As a public health professional, you're uniquely aware of the importance of emergency preparedness planning for seniors. With that in mind, the Massachusetts Department of Public Health (DPH) is pleased to announce an exciting partnership with the American Red Cross of Massachusetts Bay and the Executive Office of Elder Affairs on emergency preparedness outreach to seniors.

Our purpose is to provide informational tools and resources to help ensure that elders in your community – and the caregivers who support them – are better prepared for emergencies and disasters of all kinds.

***Disaster Preparedness: For Seniors, By Seniors***

As a first step, we are excited to announce the availability of *Disaster Preparedness: For Seniors, By Seniors*, an innovative brochure focusing on the specific needs of seniors in preparing for and responding to an emergency. The American Red Cross gathered input and feedback from a wide cross-section of seniors to develop this informational resource. DPH is pleased to offer this brochure free of charge to your organization. We are also offering free copies to local Councils on Aging (COA) throughout the state. With flu season right around the corner, you might consider partnering with your local COA to make copies available to seniors at flu clinics in your area.

We're also working to develop a series of additional outreach tools to engage seniors and their caregivers on the importance of emergency preparedness. Please stay tuned for more details on these additional materials, which are coming soon.

In the meantime, we hope that you'll find the brochure useful and informative -- and we look forward to continuing our work together on emergency preparedness for elders.